

Office of Tourism & Economic Development

Metric Dashboard

MONTH | AT-A-GLANCE - November 2025

Displays comparative figures from the prior year.

Web Trends

VisitMarylandsCoast.org

Visitors	Time on Site	Page Views
		
10,150	:22	15,094
4,093	:46	10,167

ChooseMarylandsCoast.org

Visitors	Time on Site	Page Views
		
1,695	:05	1,887
346	:15	505

Newsletters

Tourism: Tis The Season

Recipients	Open Rate	Click Thru Rate
		
191,205	8.9%	.13%
154,402	2.4%	.15%

Ec. Dev.: Close Out 2025...

Recipients	Open Rate	Click Thru Rate
		
1,484	34.9%	2.52%
1,531	10.3%	4.2%

Top Social Posts



Christmas Parade List shared on 11/17 had 994 interactions and 180k views.



The Julia A Purnell Museum reopening posted on 11/1 received 5,705 views and had 83 interactions.

Social Media Reach

 x2			
700,437	16,649	304	907
31,298	6,273	1,044	55,612

Visitor Information

Welcome Center Guests



19,751

18,785

Bus Quantity



5

6

Guide Requests



721

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Advertisements

No ads were placed this month.

Blogs

November 4:
OCMD Indoor and Outdoor Family Fun in late fall

November 4:
Thanksgiving in Ocean City, MD...

November 8:
How Worcester County Balances Growth with Nature and Community

November 25:
Worcester County, MD's Year of Growth: Elevated Dining...



Highlights

This month, our department attended the Maryland Tourism & Travel Summit in College Park, where our office was honored with the Best Website Award for our collaboration on the Chesapeake Country All-American Road. In addition, Michele was recognized as Tourism Ambassador of the Year.

Staff also participated in the Maryland Heritage Summit and the Rural Summit Conference, both of which provided valuable opportunities for learning, professional development, and networking.

We were also excited to celebrate and welcome several new businesses to the county, including Unstoppable Joy in Berlin, and the Purnell Museum in Snow Hill.